

<b>Name of Program</b>	Tobacco Cessation – Make Yours a Fresh Start Family
<b>Description</b>	<p>Make Yours A Fresh Start Family is a multifaceted program designed to integrate smoking cessation into health care office practice settings. It helps build cessation counseling into health care providers' day-to-day interactions with patients. The project is intended to raise awareness about the risks of tobacco and second hand smoke by targeting pregnant women and mothers of young children. The program uses the "stage" based model of smoking cessation counseling that focuses the provider's cessation advice to quit to the mother's level of readiness to quit.</p>
<b>Administering Agency and Partners</b>	American Cancer Society, California Division
<b>Website Link</b>	<a href="http://www.cancer.org">www.cancer.org</a>
<b>Resources Available</b>	<p>This website offers information about the variety of programs and services offered by the American Cancer Society. Follow the links to the California page for information about programs specific to the Make Yours A Fresh Start Family (MYFSF) program. A demonstration project of MYFSF, funded by the First 5 California Children and Families Commission, is being offered in seven counties in California (Riverside, San Bernardino, Imperial, Sacramento, Stanislaus, Alameda, Monterey). This project offers training to health care providers and community organizations serving pregnant women and mothers with young children.</p> <p>Also, American Cancer Society staffs a toll-free line 24/7 for referral to California county tobacco cessation services: 1-800-ACS-2345.</p>